



Houston Pride® Celebration
Festival & Parade
2024 Sponsorship Deck



PRIDE
HOUSTON 365

pride without barriers

SPONSORSHIP LEVELS AND COSTS

	Community Partner <\$6,000	Bronze \$6,000	Bronze (+) \$7,500	Silver \$12,000	Gold \$24,000	Platinum \$48,000	Platinum (+) \$50,000	Diamond \$80,000
Digital Official Sponsor License	*	*	*	*	*	*	*	*
Recognition at all Official Houston Pride® Events	*	*	*	*	*	*	*	*
Recognition at events with other partners	*	*	*	*	*	*	*	*
Web/Email/Social Media Advertising	*	*	*	*	*	*	*	*
Logo on Website		*	*	*	*	*	*	*
Recognition in Print Media				*	*	*	*	*
Logo on Apparel				*	*	*	*	*
On-site activation at an Official Houston Pride® Special Event					*	*	*	*
Custom Official Houston Pride® Special Event aligned with Sponsor's Brand					*	*	*	*
Brand Exclusivity for Houston Pride Celebration®						*	*	*
Brand Exclusivity for Houston Pride® Events where permitted							*	*
Presenting Sponsor for all Houston Pride Celebration® & Houston Pride® Special Events								*
Tickets and special seating for an Official Houston Pride® Special Event					10	15	20	20
Houston Pride Festival® Booth (10' x 10' per booth)	-	-	1	1	2	2	2	4
VIP Houston Pride Festival® Access	-	-	4	8	12	16	20	30
Houston Pride Parade® Entry (10' x 40' per entry)	1	1	1	1	2	2	2	4
VIP Houston Pride Parade® Grandstand Seating	4	4	4	8	12	16	20	30



For over 46 years, Pride Houston® 365, a 501 c(3) nonprofit, has been dedicated to celebrating, promoting, and enriching the LGBTQ+ community in Houston, Texas. Pride Houston® 365 produces vibrant annual, accessible celebrations without barriers—comprising the annual Official Houston Pride® Festival and Parade, along with year-round events fostering unity and representation in our diverse LGBTQ+ community, welcoming allies, people of color, and all identities, to create an environment of continuous, year-round celebration, encompassing history, advocacy, visibility, equality and equity.



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CELEBRATION THEME

"You Won't Break Our Pride"

Saturday, June 29, 2024

Houston Pride® Celebration
Festival & Parade



Largest Pride
Celebration in Texas



Third Largest in the
United States



Ranked in the Top 20
Globally



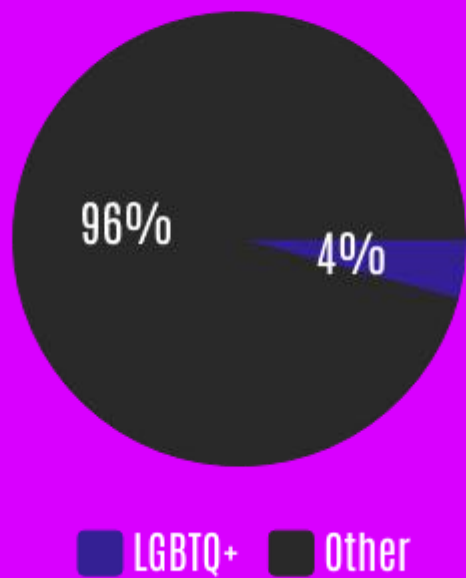
Hundreds of Thousands
attend each year



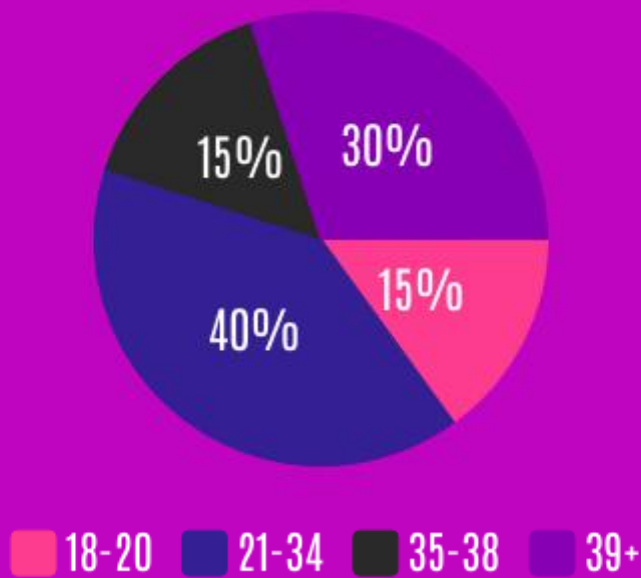
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CELEBRATION ATTENDEE DEMOGRAPHICS

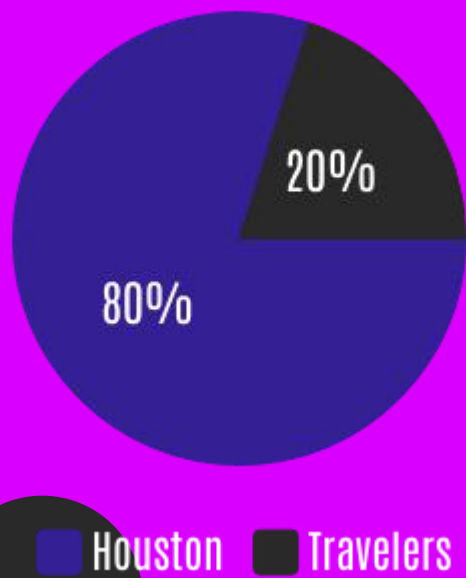
Identity



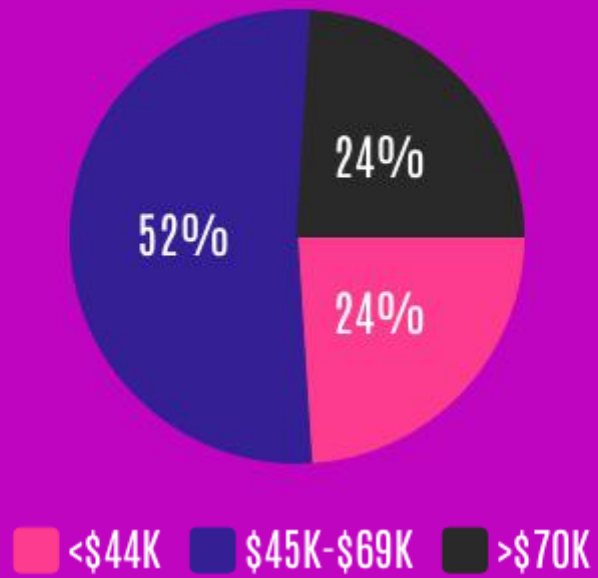
Age



Residency



Income



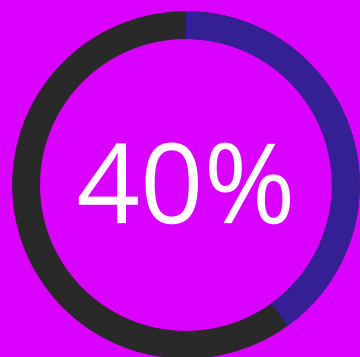
Houston is the 4th largest city in the United States

6.7 million residents & 300,000 identify as LGBTQ+

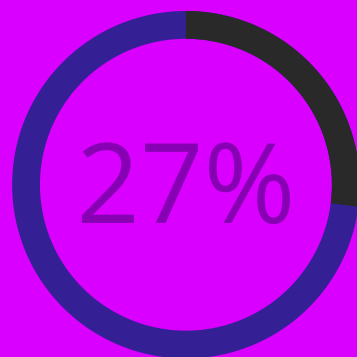


PRIDE
HOUSTON 365

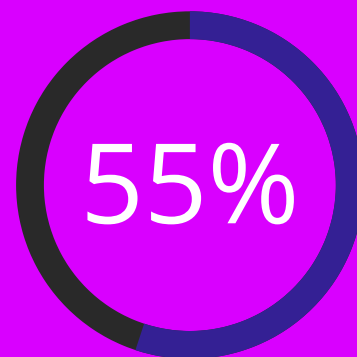
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Prefer companies that
celebrate their culture



Inquire about sponsors'
brands



Prefer companies have a
commitment to diversity and
inclusion

Domestic
LGBTQ+
purchasing
power is 1.2
trillion
dollars

Global LGBTQ+
purchasing
power is \$3.7
trillion
dollars



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Scholarships



Grass Roots Advocacy



Education & Awareness



Removing Barriers
Striving to make Pride
free, accessible & safe for all



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PROGRAM INITIATIVES



Pride Market

Mini-vendor fair
Attendance: 5,000+



Soaked

Pool Party
Attendance: 950+



Rock The Runway

Fashion Show
Attendance: 1,500+



Eden

Girl+ Party
Attendance: 1,500+

Monthly
Outreach
Events

Queerish®
Podcasts

LGBTQ+
Movie
Nights

Pride
Sport
Nights

Mental
Health
Seminars

Human Rights
Conferences

STEM
Events

Sober &
Family Fun
Nights

ANNUAL EVENTS



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WHY JOIN US

1

Free Access for All

Aid in making the Houston Pride Festival® free for all attendees

2

Maximum Brand Exposure

Prominently featured in promotional materials

3

Strategic Collaborations & Exclusive Partnerships

Activations that align seamlessly with your brand

4

Leveraging the LGBTQ+ Market Power

Tap into a market that values inclusivity and actively supports businesses

5

Corporate Social Responsibility

Showcase your commitment to making a positive impact

6

Global Reputation

Pride Houston® is a recognized global brand with a 46-year legacy & was a 2019 World Pride bid finalist

7

Scholarships

Pride Houston® awarded over \$30,000 to LGBTQ+ students over the last two years

8

Accessibility

Aid in making the Houston Pride Celebration® easy to attend for persons with special needs

9

Education & Awareness

Elevate community eradicating stigma and fear

10

Diversity & Inclusion

Embrace all LGBTQ+ identities, people of color, and allies

11

Outreach

Putting activism in motion to create meaningful change

12

Grassroots Support

Amplifying the voices of emerging organizations



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PHOTO GALLERY

*Good
energy*

IS CONTAGIOUS



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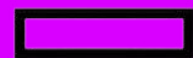
THE UNIVERSITY OF TEXAS

MD Anderson
Cancer Center

Making Cancer History



Constable Alan Rosen



Hewlett Packard
Enterprise



sweetgreen®

Walgreens



HOUSTON
Methodist
LEADING MEDICINE



BASF
We create chemistry



ZALATI PIZZA

PAUL MITCHELL
the school
HOUSTON

BUDDY'S

KARBACH
BREWING ★ COMPANY



RISE

salata
coldcut delis

RO
EST. 1991

ABC13 is the official
media partner of the
2024 Houston Pride
Celebration®



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HISTORICAL SPONSORS



COMMUNITY & EVENTS

Pride Houston 365 unveils plans for 2024 LGBTQ+ parade and festival



Wednesday, October 18, 2023



EMBED <

MORE VIDEOS >

Pride Houston just announced plans for the city's official LGBTQ Pride celebration.

COMMUNITY & EVENTS

Pride Houston expands 2024 calendar to include fall festival in Montrose



Monday, November 27, 2023



EMBED <

MORE VIDEOS >

Pride Houston 365's Kendra Walker and Annie Godley gave ABC13 the scoop on a fall LGBTQ Pride celebration coming to Montrose in 2024.

Know your status: Where to find free HIV testing in Houston on World AIDS Day

Thursday, November 30, 2023 1:55PM



EMBED <

MORE VIDEOS >

Pride Houston 365 explained why its working to test Houstonians for HIV on World AIDS Day.

MEDIA



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'The Beat Goes On' | Houston celebrates 44th Pride parade, festival after 2-year gap caused by COVID-19

Despite a two-year absence, Houston's Pride celebration lived up to its theme - "The Beat Goes On."



Author: Zack Tawastal, KHOU 11 Staff
Published: 8:11 PM CDT June 25, 2022
Updated: 10:12 PM CDT June 25, 2022



HOUSTON — One of the biggest Pride celebrations in the nation took place in Houston on Saturday.

Huge crowds showed up to celebrate the 44th annual Pride Houston 365 festival and parade. After a couple years off due to the COVID-19 pandemic, Houston was ready to show up and show off their Pride.

Despite the two-year absence, Houston's Pride celebration lived up to its theme - "The Beat Goes On."

Here are the artists performing at the 2022 Houston LGBT Pride Celebration

The festival kicks off at 1 p.m. on June 25 at Houston's City Hall. The parade will follow immediately after at 7 p.m.



Author: KHOU 11 Staff
Published: 2:09 PM CDT May 16, 2022
Updated: 3:00 PM CDT May 16, 2022



HOUSTON — The artists for the 2022 Houston LGBT Pride Celebration have been announced. CeCe Peniston will be this year's opening act. She is known for her hits, "Finally," "Keep On Walkin'" and "Master On."

The headliner is rapper Col Leray, who recently released a single with rapper Nicki Minaj called "Black Black."

Pride Houston heightens security plans after arrests in Idaho

Pride Houston backs a number of events throughout the month of June, but it all culminates in a big pride festival and parade on June 25.



Author: Andrea Roberts
Published: 7:50 PM CDT June 11, 2022
Updated: 7:55 PM CDT June 11, 2022



HOUSTON, Texas — Artists in Idaho have led organizers of Houston's own Pride event to take a closer look at their security plans.

Meet the Grand Marshals for the Pride Houston 2022 Parade

Travis Torrence is this year's Male-Identifying Grand Marshal and Julianne Losey is this year's Gender Non-Binary / Non-Confirming Grand Marshal.



Author: Grace Day Houston
Published: 8:17 PM CDT June 5, 2022
Updated: 8:17 PM CDT June 5, 2022



HOUSTON — Travis Torrence and Julianne Losey are two of the six Grand Marshals for the Pride Houston 2022 Parade. The grand marshals will perform ceremonial duties, lead the Pride parade, and serve as ambassadors for Pride Houston throughout the year.

KHOU 11 is proud to partner with Pride Houston to help support and celebrate the work being done by the organization.

KHOU 11 and Pride Houston announce partnership

KHOU 11 is proud to partner with Pride Houston to help support and celebrate the work being done by the organization.



Author: KHOU 11 Staff
Published: 6:23 PM CDT March 24, 2022
Updated: 6:24 PM CDT March 24, 2022



HOUSTON — KHOU 11 believes in diversity and inclusion all year round, so we are excited to announce an exclusive 365-day partnership with the Pride Houston organization.

Pride Houston unveils new logo, mission during Rockets game

It was also announced that KHOU 11 is the new exclusive media partner for Pride Houston.



Author: Chris Alexander
Published: 4:04 PM CDT March 30, 2022
Updated: 4:22 AM CDT March 31, 2022



HOUSTON — Pride Houston partnered with the Houston Rockets Wednesday for Pride Night and made several announcements about changes to its organization, including a new exclusive English-jewelry media partnership with KHOU 11.

Pride Houston announced it is rebranding with a new logo and theme that will celebrate Houston's LGBTQ+ community year-round.

Monica Roberts Scholarship Award recipient Arthur Onwumere



Author: Shari Jones
Published: 8:30 PM CDT March 30, 2022
Updated: 8:38 PM CDT March 30, 2022



HOUSTON — The Monica Roberts Scholarship Award recipient Arthur Onwumere was honored during the Pride Houston event.



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NEWS

WEATHER

KPRC 2+

LOCAL NEWS

'You Won't Break Our Pride': Pride Houston 365 announces 2024 event theme

Moriah Ballard, Digital Content Producer

Published: **October 23, 2023 at 5:46 AM**

Updated: **October 23, 2023 at 5:54 AM**

Tags: **Pride Houston 365**



KPRC 2 News 25

click2houstontv.com

NOW PLAYING

'You Won't Break Our Pride': Pride Houston 365 announces 2024 event theme

Houston police office...

Houston police...





NEWS

WEATHER

KPRC 2+

LOCAL NEWS

Travis Torrence named Male-Identifying Grand Marshal for the Pride Houston 2022 Parade

Re'Chelle Turner, Reporter, Houston

Published: June 25, 2022 at 6:20 PM

Tags: PRIDE, LGBTQ+, Houston, Parade, Celebration

Travis Torrence named Male-Identifying Grand Marshal for the Pride Houston 2022 Parade

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02:30

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10

NEWSWEATHERKPRC 2+

LOCAL NEWS

Here's a recap of the 44th Annual Houston PRIDE Festival and Parade

Amanda Cochran, Digital Special Projects Manager



Published: June 23, 2022 at 11:16 AM
Updated: June 25, 2022 at 10:28 PM

Tags: Houston Pride Festival, Houston, Pride, Pride Festival

Thousands of Houstonians celebrate PRIDE

00:00


01:32



NEWS

WEATHER

KPRC 2+




Pride Bar Crawl

Saturday, June 24, 4 p.m. - 10 p.m.

The Houston Pride Bar Crawl will allow attendees to enjoy food, drinks and music while celebrating the LGBTQ+ community. Tickets, which range from \$0 to \$15, will come with free entree to the bars, drink specials, food specials and more.

2403 Bagby Street, [eventbrite.com](https://www.eventbrite.com)



Rock The Runway Pride Fashion Show

Thursday, June 22, 7-11 p.m.

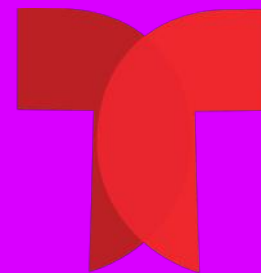
Pride Houston's annual fashion show will feature LGBTQIA+ designers, models, and DJs. Expect to see the haute styles, the latest fashions in ladies evening and casual wear, and plenty of avant-garde statements. The event is open to the public and free to the first 200 people who RSVP.

OutSmart

Houston's LGBTQ Magazine

Houstonia.

HoustonPress®



TELEMUNDO

HOUSTON★CHRONICLE



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186M

TOTAL POTENTIAL AUDIENCE

366

TOTAL EXACT MATCHES

TOP EXACT MATCH PICKUP



Yahoo! Finance
47M visitors/month ^[1]



MarketWatch
23M visitors/month ^[1]



PR Newswire
7M visitors/month ^[1]



Seeking Alpha
6M visitors/month ^[1]



Benzinga
3M visitors/month ^[1]



KTLA
3M visitors/month ^[1]



WJW
2M visitors/month ^[1]



Morningstar
2M visitors/month ^[1]



WFLA
2M visitors/month ^[1]



WGN
1M visitors/month ^[1]



KXAN
1M visitors/month ^[1]



KDVR
1M visitors/month ^[1]



WPIX-TV CW-11...
1M visitors/month ^[1]



KRON
1M visitors/month ^[1]



KPLR/KTVI
1M visitors/month ^[1]

8M

TOTAL POTENTIAL AUDIENCE

124

TOTAL EXACT MATCHES

TOP EXACT MATCH PICKUP



Benzinga
4M visitors/month ^[1]



WFMZ-TV IND-6...
1M visitors/month ^[1]



PRWeb
873K visitors/month ^[1]



StreetInsider
500K visitors/month ^[1]



ADVFN UK
383K visitors/month ^[1]



EDGE Media Ne...
179K visitors/month ^[1]



EDGE Sacramen...
179K visitors/month ^[1]



Longview News...
126K visitors/month ^[1]



The State Jou...
56K visitors/month ^[1]



The Homoculture
50K visitors/month ^[1]



One News Page...
35K visitors/month ^[1]



Mom Blog Society
19K visitors/month ^[1]



NewsBlaze US
6K visitors/month ^[1]



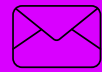
BambuUP
6K visitors/month ^[1]



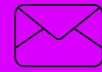
Life in a Hou...
5K visitors/month ^[1]



CONTACT US



sponsorinquiry@pridehouston.org



info@pridehouston.org



[\(832\) 385-8777](tel:(832)385-8777)



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